

# 10 THINGS YOUR WEBSITE MUST HAVE

<https://shiftweb.com>



BY SINOUN CHEA

# Why most websites fail...

When potential customers land on your website, they're usually there for one or both of these reasons:

1. To learn more about you
2. To do business with you

You might think you can just throw around some information on your pages and then sit back and watch the sales come in.

*Sorry to break it to you, but it's much more than that.*

There is a science behind what people want to see. There is also a science behind *how* you present this information.

When your website is properly optimized, visitors will stay longer, come to trust you, and ultimately want to do business with you.

Your website is an incredible asset that gives you the opportunity to make a good first impression. Other than you yourself, there is no other asset that is as powerful.

In this guide, you'll learn ten things that your website must have to make an unforgettable impression.

Seize the opportunity to [do better online!](#)

1

Create an easy to understand tagline in your header

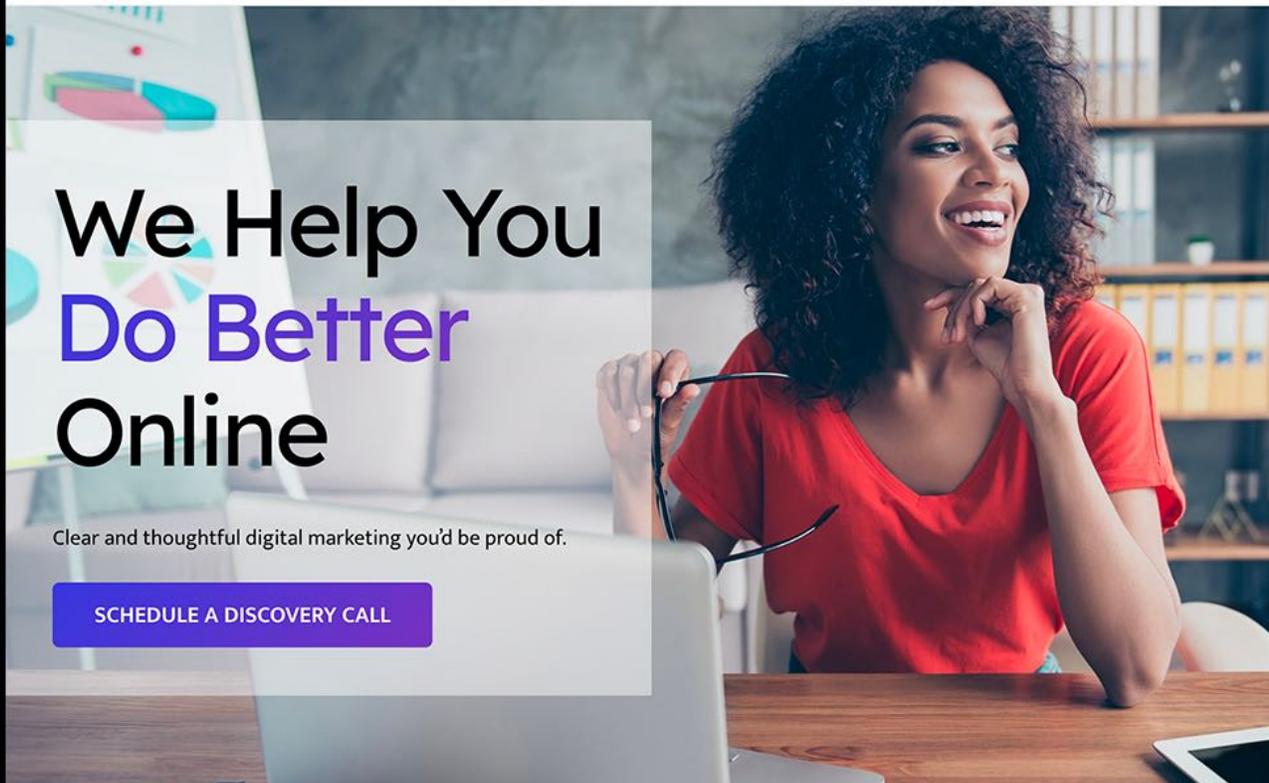


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# 1. Create an easy to understand tagline in your header

In an age of increasing distractions, your visitor's attention span is bound to be short. In fact, according to this [data](#), 55% of your visitors will spend fewer than 15 seconds on your website.

**The big question is:** *within that 15 seconds, can you capture your visitor's attention?*

If visitors seem to spend such little time, then it would make sense that they should *quickly* be able to understand what your business can offer them.

In other words, get straight to the point with what you're offering.

Many businesses aren't utilizing the power of a simple and easy-to-understand tagline on their website. They either try to be too clever or too generic and leave visitors confused.

You can position your business at an advantage by harnessing the effectiveness of a simple, yet powerful tagline in the header section of your website.

Here are things to consider when crafting a powerful tagline:

- Try to keep it short and simple
- Make it easy to understand
- Use clear language
- State exactly what you do

Below are some examples of clear and easy-to-understand taglines to inspire and redefine yours.

- *We'll help you save and invest your money*
- *Laundry made easy*
- *HVAC repair & installation*
- *We design the home you love*

Looking at the taglines above, you'll agree it's easy to detect what these businesses offer at a glance. The mere presence of a simple, but powerful tagline has the potential for increasing leads, sales and quickly converting visitors into customers.

**Bonus Tip:** One way you can test your tagline is to share it with someone and ask if they know what service or product you sell in that instance. If they do not, it's time to revise!

2

## Present your visitor's pain points



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## 2. Present your visitor's pain points

As humans, we all tend to love and connect more with people that seem to understand us. A great way to instantly establish a connection with your visitors through your website is to show that you understand them. And what better way to do that than by presenting their pain points.

Essentially, you want to form a connection by showing that you understand how they feel. Your visitors will feel understood, and you will inevitably gain their trust.

Visitors are always looking to solve a problem or satisfy a need. If they don't know that you understand them, then they'll be more likely to feel disconnected and bounce.

Understanding your visitors could take a good amount of research and brainstorming sessions, but it's always worth the effort!

3

Include your value proposition

keap

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a web form is submitted



### 3. Include your value proposition

So by now, you've clearly outlined your visitor's frustrations, problems, and challenges. They're happy they've come across a brand that understands them, but it then begs the next question, *"So?"*

The next thing visitors want to hear is how you can solve their problems. You want to answer the question: *"What can you do for me?"*

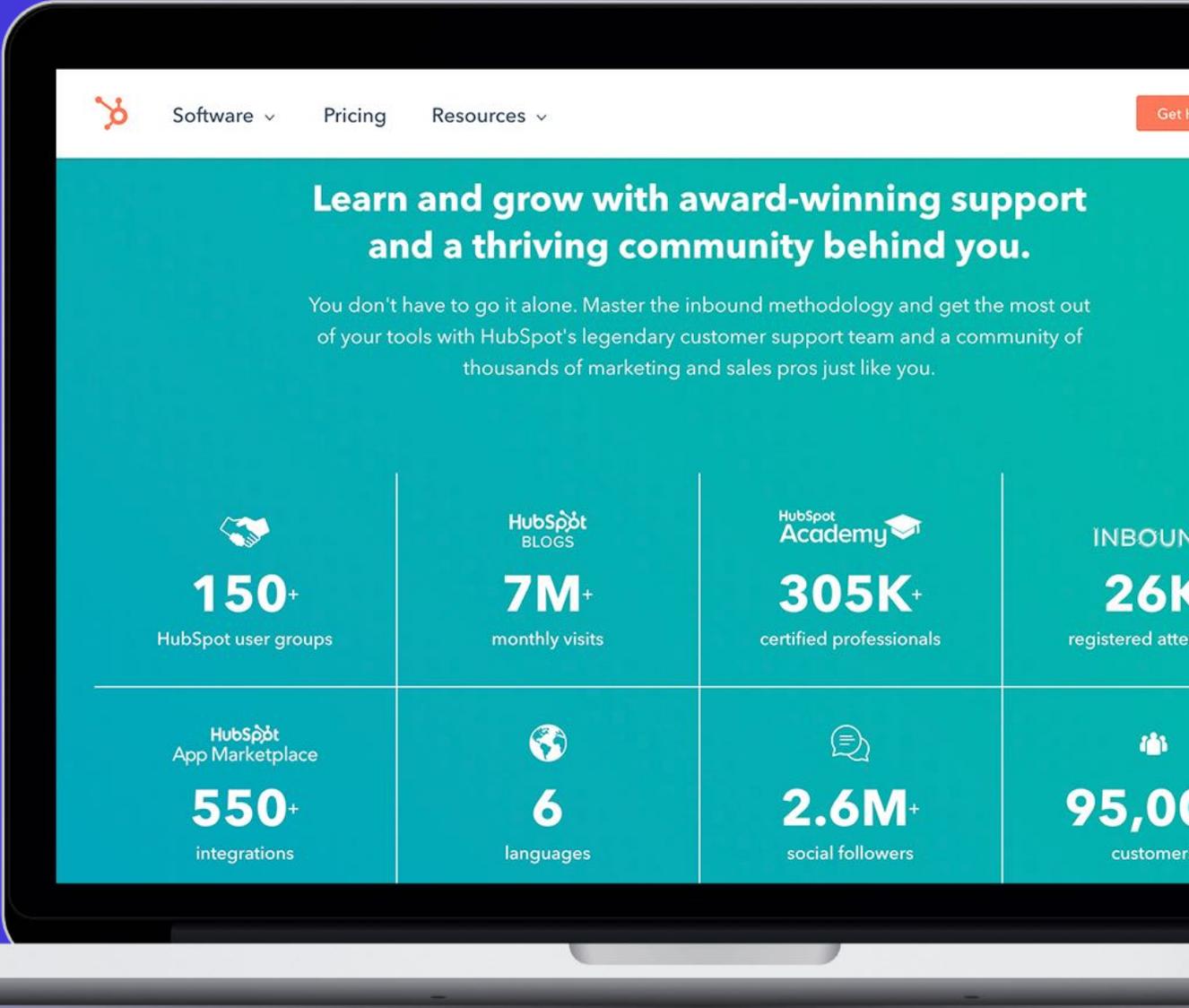
Essentially, they want to know: What your business, product, or service can do to relieve them of their frustrations.

Visitors are less likely to be interested in how you've been in business since the 1800s. They want to know how you can solve their problems.

**Bonus Tip:** Spell out your value offering using bullet points, lists, or headers. This is a great way to ensure that people understand them clearly and quickly. Also, since most people tend to scan through websites rather than read them, you could use icons to highlight your value proposition and write a short description underneath each icon.



# Show your authority



## 4. Show your authority

There should be a section on your homepage where you can inspire confidence and competence in your ability to deliver to your visitors.

Regardless of what you've been saying, the truth is, visitors are new to your brand. There is still some level of distrust that remains unchecked. They haven't done business with you before. And, of course, they're skeptical about losing their hard-earned money.

You have to lend credibility to your statement by showing your authority.

Without coming across as bragging offensively, you can show your authority through the following ways:

- Display testimonials and positive reviews you've gotten from satisfied customers.
- Show some statistics of the number of satisfied customers, growth percentages, and the likes.
- Exhibit awards and recognitions your business has received over time if you have one.
- Lastly, if you serve other businesses or brands, you can also showcase the logo of brands that you've helped.

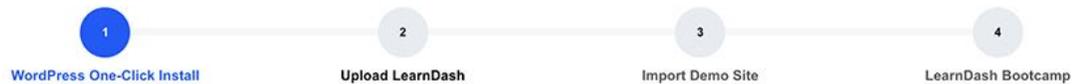
**Bonus Tip: Don't overdo it!**

5

Give them a plan

## Get started quickly, in just four easy steps!

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**STEP 1** approx. 5 min

**Installing WordPress typically takes less than five minutes and a few clicks.**

To use LearnDash, all you need is a WordPress website. Still looking for a host? Choose from [one of these](#) great options!



Everything you need to succeed with your online

## 5. Give them a plan

Your visitors have shown interest and can see that you're capable of solving their problem. Yet, they might still be unsure. For this reason, you want to have a section on your homepage that spells out a step-by-step process that shows doing business with you isn't complicated.

The goal of a step-by-step plan is to illustrate how easy it is to conduct business with you and alleviate every possible form of confusion.

Your plan should clarify the steps of doing business with you or altogether remove the sense of risk that customers might have while considering whether to do business with you. You can ensure that your plan is simple, clear, and easy-to-understand by utilizing bullet points, headers, and numbers.

Try to keep your plan short and straightforward. Don't overthink it. Ideally, it should be a 3 to 7 step-by-step process. A plan that exceeds a 7 step process might be too overwhelming.

Many businesses overlook this very simple section because they don't think it's necessary. If you can alleviate confusion and provide ease, then visitors are more likely to trust you!

6

## Obvious calls to actions

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## 6. Obvious calls to action

Your website would be ineffective and incomplete without an obvious call to action that states what action you want visitors to take.

Often, the mistake we make as business owners is to assume our web visitors are psychics. They can't read your mind. They still need you to point them to an action that needs to be taken.

Statistics from [SWEOR](#) shows that up to 70% of small business websites lack a clear Call to Action (CTA) on their homepage.

You need to highlight a clear, simple, yet bold and noticeable call to action on your website. This call to action should be at the top right corner of your website and also strategically placed throughout the rest of your website.

Examples of common CTA's include:

- Buy now
- Get a quote
- Call us
- Place your order
- Schedule an Appointment

**Bonus Tip:** Don't overwhelm visitors with too many different types of CTA's! Many businesses think they should place a bunch of different CTA buttons on one page. Do you have multiple buttons on a page that say things like: *learn more, contact us, or click here?*

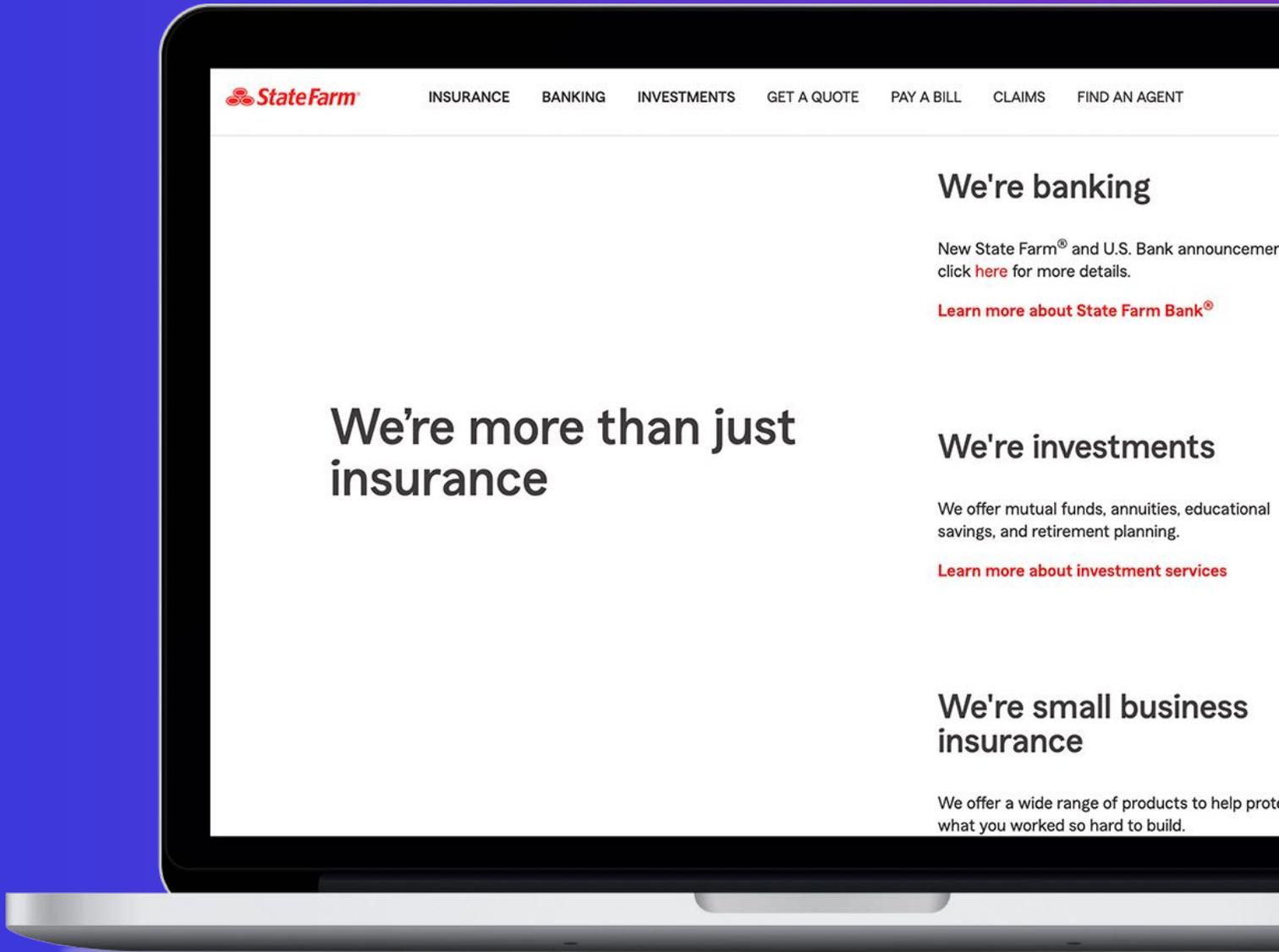
Not only does this confuse visitors on what you want them to do, but it also overwhelms them.

In marketing, science says [more isn't always better](#).

Pick the most important action you want a visitor to take and stick with that as much as you can.



Briefly showcase your services  
or products



## 7. Briefly showcase your services or products

On the homepage, there should be a section on your website that briefly showcases your products or services, preferably with images. Remember the saying: "A picture is worth a thousand words."

Don't always be so quick to assume people understand how your company can help them. Take it a step further and show them. If you sell a particular product, showcase it on your homepage. If you offer some set of services, showcase them in action.

**Bonus Tip:** Don't overwhelm visitors with too many options. Just because you provide a hundred different services doesn't mean you should showcase it all in one section. You can most likely break down those services into about 3-4 parent services.

# 8

## A solid “About” page



**JIM KWIK**

[ABOUT](#)

[SPEAKING](#)

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when it came to learning.

I was slow and barely survived school, but never stopped hoping for better. I often talk about “superhero brains” and “superpowers” when I’m referring to life-long learners and learning. It’s not just because I’m a geek, though.



I loved superheroes as a kid – and the comic books saved me when conventional education couldn’t. Comic books taught me how to read...and they also kept my dreams alive that one day I, too, would find my inner superpower.

As the years wore on, I undertook a journey to learn about my brain – why it was broken and what I could do to fix it. That

**I WANTED TO  
MAKE MY  
FAMILY PROUD**



## 8. A solid “About” page

Not only should your website have an About page, but it also has to be solid. After the home page, stats from several studies have shown that the “About” page is the second most-visited web page.

In fact, most visitors will go over to the About page right after viewing the home page. Considering what the stats dictate, it could be quite displeasing to land on a website with a poor About page.

Your About page is an opportunity to tell your story further and highlight the unique aspects of your company. It is an opportunity to connect with visitors even more.

There are several methods and nuances for writing an About page. The structure and style of an About page are usually subjective.

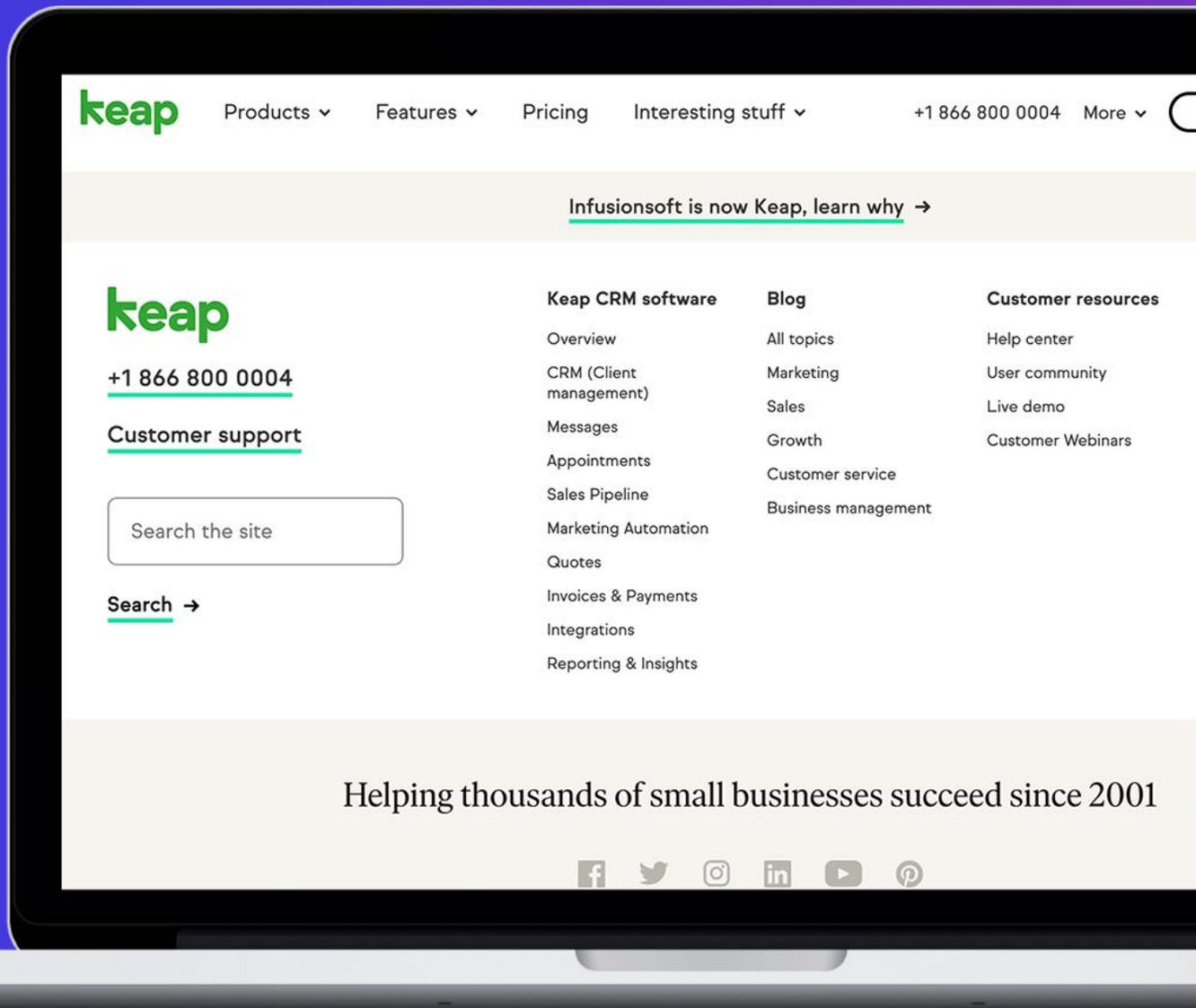
Here are a few things to keep in mind:

- Tell your origin story. Let visitors connect to the story behind a business.
- State your company’s vision, mission, core values, etc. to form a deeper connection.
- Attach a face to your brand by showcasing the founders and team members of the brand.

**Bonus Tip:** Even though the About page is about *you*, the goal is to find a way to still make it about *them!*

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## A non-cluttered menu (utilize the footer)



## 9. A non-cluttered menu (utilize the footer)

Do you think that most visitors really want to see 157 of your blog categories? Or what about the 89 services you provide? Even if some visitors do want to see it all, you don't have to list every single page on your site in your menu.

When you feature too many links and buttons on your website's menu, your visitors could get easily overwhelmed and confused.

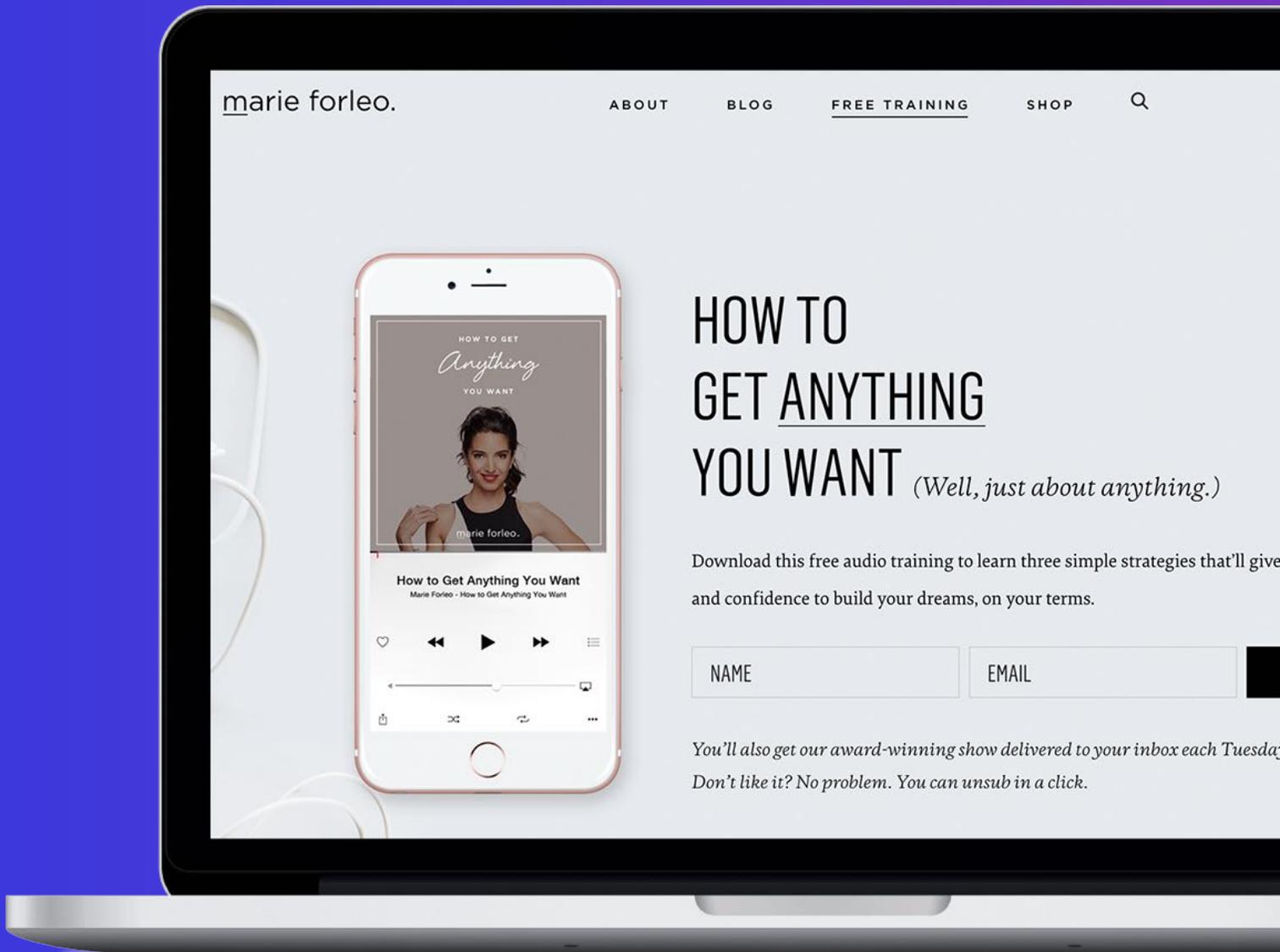
Similar to point #6 on this list (*Obvious CTA's*), you don't want to present too many options. A cluttered menu bar can easily befuddle your customers, leaving them frustrated and wondering what they should do next.

By decluttering your menu bar, people can easily navigate to the most important pages on your website and they are more likely to take the action you want them to take!

Utilize the footer to put most of links!

10

## Downloadable lead generation PDF



## 10. Downloadable lead generation PDF (or other media)

It's likely that most visitors wouldn't buy from you immediately, especially not after the first interaction with your company. In fact, this number could be quite high.

If you've implemented the nine things listed here, then people are more likely to want to connect with you. So how do you stay connected?

Ultimately, your goal should be to acquire their email so that you can add them into a sales funnel.

***But you have to give them a reason to want to give their email.***

The system of ensuring that your visitors exchange their contact information with you for a freebie is known as *lead generation*. Lead generators could come in various formats (e.g., videos, PDFs, free samples, live webinars, etc.)

All lead generators are designed to capture the email of visitors who may be interested in your product or service.

Of all the formats, a PDF is usually the easiest and most affordable to create. And they can be completed within a short period of time. The ideal lead generation PDF

should take the form of a helpful resource or article that you offer potential clients to build authority and trust. This PDF will then be downloaded after they drop their email.

Your lead generation should be valuable enough and useful enough for customers to want to exchange their email. An interesting lead generation should have the following qualities:

- An interesting title
- Should solve a problem
- Be free
- Show your expertise
- Show your uniqueness
- Relatable to your audience

Here are a few ideas for a lead generator PDF that can be easily created and will be of tremendous value to your customers:

- *Package a downloadable checklist* that contains a list of ideas/steps to follow to achieve the desired outcome. e.g., meal plan checklist, DIY checklists, etc.
- *Make a template or worksheet* that could be a daily go-to for your clients, and keep your brand top of mind. e.g., design templates, scheduling worksheets, etc.

- *Interview an expert* in your industry and package the insights from the interview in a downloadable PDF.
- *A sample of your masterpiece.* For instance, if you're a professional chef, you could package some recipe(s).
- *PDF articles* that describe common pitfalls in your industry with titles like: "5 Avoidable Pitfalls Of \_\_\_\_\_."

Overall, you should never leave the opportunity to gain more leads on your website to chance. Create a lead generation PDF to capture emails so you can continue to tend to your leads!

# Time to take action!

Evaluate your website with the information gained in this guide. Ask yourself some questions:

- Do I have an easy-to-understand tagline?
- Did I present my customer's pain points?
- Is my value proposition clear enough?
- and so on...

On a scale of 1-10, how confident do you feel about your website?

## Need help?

Creating an effective website for your business doesn't have to be overwhelming. Let us help you grow your business by improving your website.

We will help you [do better online](#).



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